2017 Yukon Housing Corporation Survey Report

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A. Introduction

The 2017 Yukon Housing Corporation Survey was designed by the Yukon Housing Corporation (Government of Yukon) and was conducted by the Yukon Bureau of Statistics. The purpose of this household survey was to collect information to gain an understanding of public awareness and perception of Yukon Housing Corporation (YHC) programs and services. The results will help YHC develop communication and marketing plans.

B. Methodology

The Yukon Bureau of Statistics fielded the Yukon Housing Corporation Survey in combination with the Government of Yukon Communications Survey between February 8 and March 31, 2017. The survey was conducted over the phone.

The Yukon Bureau of Statistics used its household survey frame to draw a random sample of all Yukon households. The sample was stratified to represent all Yukon communities. From a total sample of 3,692 households, 2,433 eligible respondents were identified. Those with invalid or incorrect contact information who could not be traced were removed from the sample.

Analytical weights were applied to the responses to correct for non-response and to adjust for the community of residence, age and sex of the respondents. The weighted response rate for the survey was 60.2%, while the refusal rate was 10.6%.

C. Results

Ninety-three percent[1] of Yukon residents have heard of the Yukon Housing Corporation (YHC). The majority have heard of YHC's awareness programs on topics such as radon and carbon monoxide safety (67%), home repair loans and grants (61%), and home ownership programs (58%). See Figures 1 and 2.

[1] All percentages given in the results section of this report are estimates of the adult Yukon population. Survey responses have been weighted to adjust for the community of residence, age and sex of the respondents.

Figure 1. Percent of Yukon residents (age 18+) who had heard of the Yukon Housing Corporation

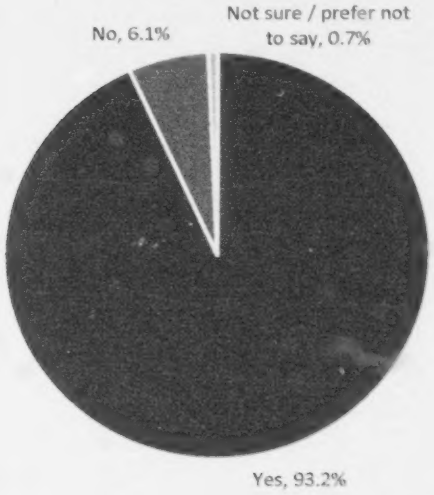
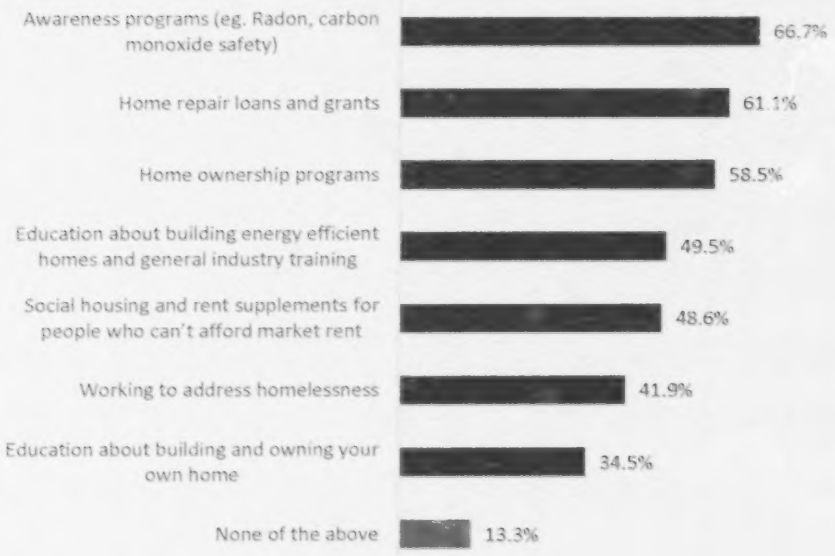
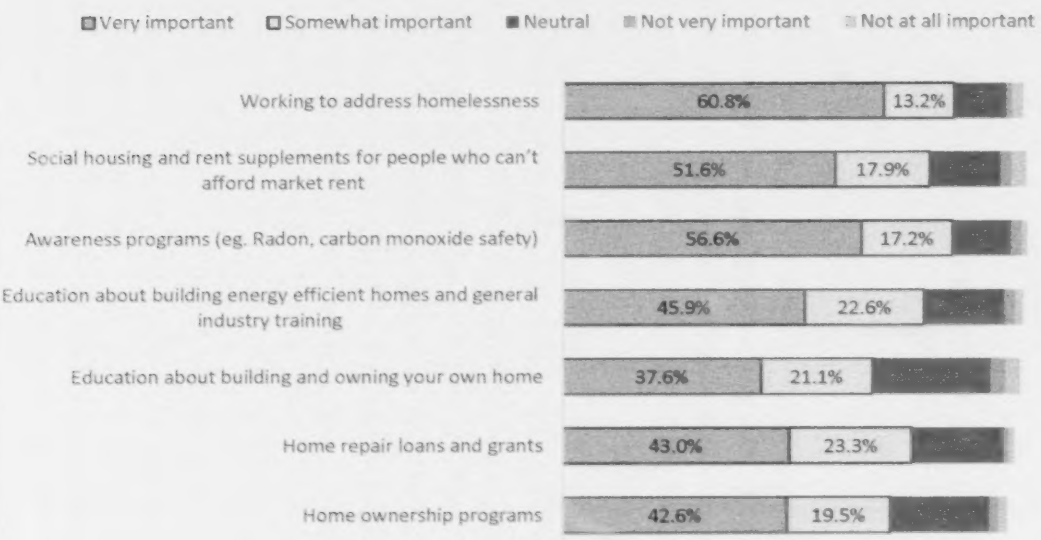


Figure 2. Percent of Yukon residents (age 18+) who had heard of the following Yukon Housing Corporation programs



The majority of Yukon residents think YHC programs are 'very important' or 'somewhat important' (Figure 3).

Figure 3. Yukon residents' importance ratings for the following Yukon Housing Corporation programs



Twenty-nine percent of Yukon residents have accessed YHC programs or services. Eleven percent have accessed YHC home repair loans and grants; 7% have accessed the home ownership programs, and 6% have accessed social housing and rent supplements. See Figures 4 and 5.

Figure 4. Percent of Yukon residents (age 18+) who have accessed Yukon Housing Corporation programs and services

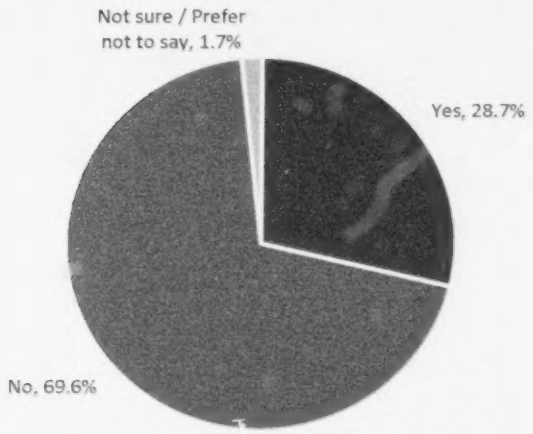
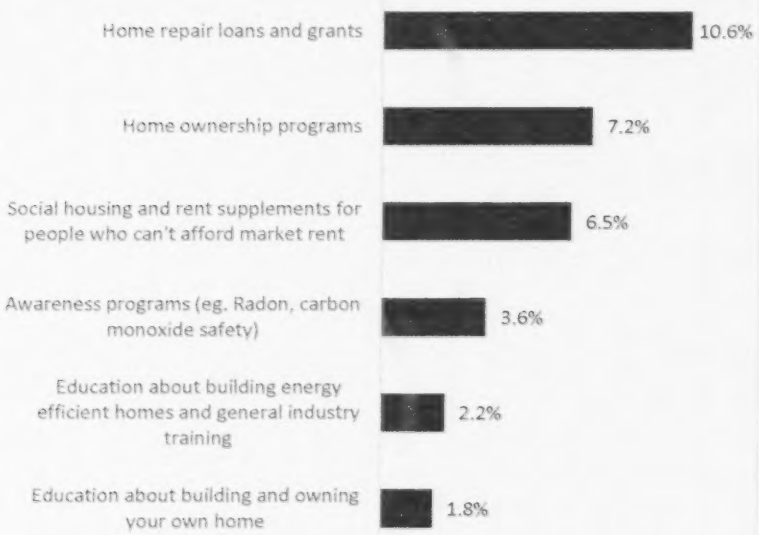
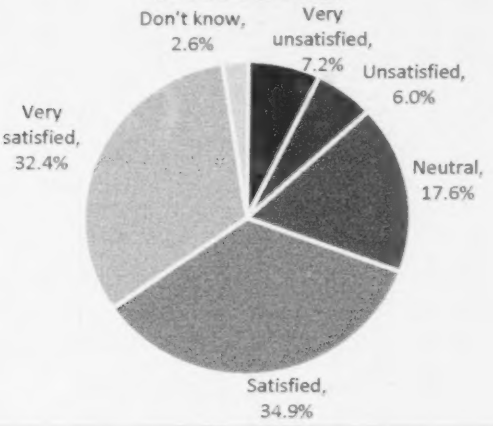


Figure 5. Percent of Yukon residents (18+) who have accessed the following Yukon Housing Corporation programs and services


Home repair loans and grants
10.6%
Home ownership programs
7.2%
Social housing and rent supplements for people who can't afford market rent
6.5%
Awareness programs (eg. Radon, carbon monoxide safety)
3.6%
Education about building energy efficient homes and general industry training
2.2%
Education about building and owning your own home
1.8%

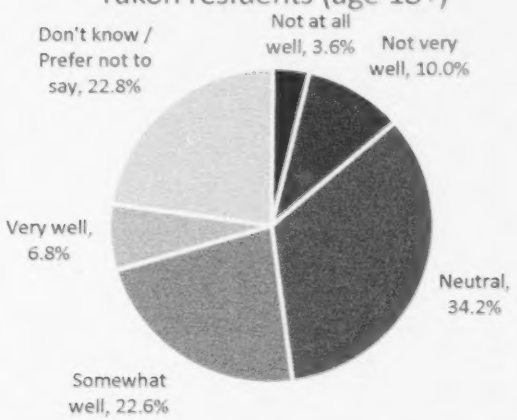
Of those Yukon residents who have accessed YHC programs and services, 67% are either 'very satisfied' or 'satisfied' with those programs and services (Figure 26).

Figure 6. Level of satisfaction with Yukon Housing Corporation programs and services - Percent of Yukon residents who have accessed those services



Twenty-nine percent of Yukon residents think YHC is meeting Yukoners' needs 'very well' or 'somewhat well' (Figure 7). Fifty-seven percent are neutral, don't know or preferred not to respond to the question. Fourteen percent think YHC is not meeting Yukoners' needs well.

Figure 7. How well do you think Yukon Housing Corporation is meeting Yukoners' needs? Percent of Yukon residents (age 18+)



Respondents were asked if they have heard of the Housing Action Plan; most had not heard of it before (Figure 8).

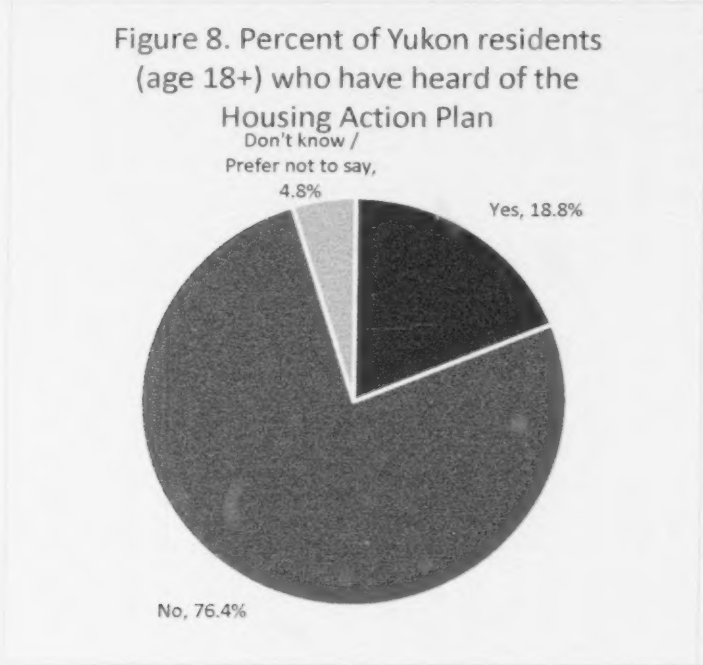


Figure 8. Percent of Yukon residents (age 18+) who have heard of the Housing Action Plan
Don't know / Prefer not to say, 4.8%
Yes, 18.8%
No, 76.4%

Twenty-eight percent of Yukon residents have visited the YHC website (Figure 9). The most popular topics were home repair loans and grants (37% of those who have visited the website), and home ownership programs (31%; see Figure 10). Other types of information people said they had looked for include: general information on programs and services; contact information; laws, rules and regulations; places to rent; and a variety of other topics. The full list of topics is included in Appendix 1.

Figure 9. Percent of Yukon residents (age 18+) who have visited the Yukon Housing Corporation website

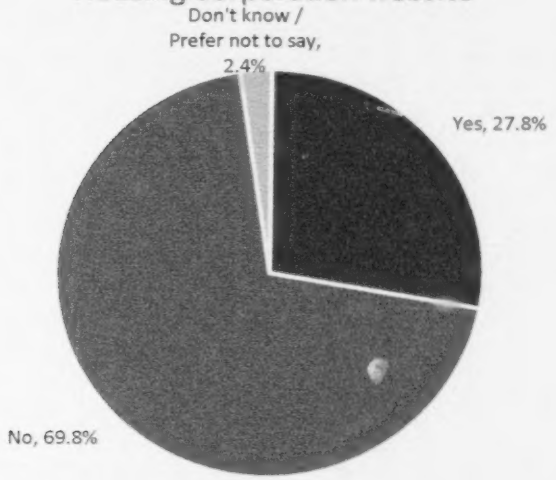
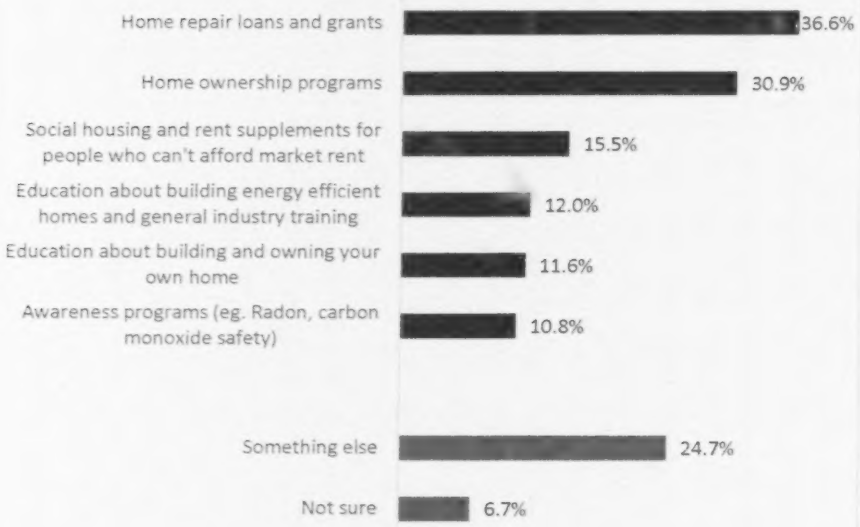


Figure 10. Types of information people have looked for on the Yukon Housing Corporation website - percent of Yukon residents (age 18+) who have visited the website



Appendix A. Frequency Tables

Note: Unless otherwise stated, all values are weighted estimates of the Yukon population age 18+.

Q1. Have you heard of the Yukon Housing Corporation?

	Frequency	Percent
Yes	28631	93.15
No	1886	6.13
Not sure	205	0.67
Prefer not to say	16	0.05

Q2. Have you heard of any of the following Yukon Housing Corporation programs?

	Frequency	Percent
Home ownership programs	17978	58.49
Home repair loans and grants	18785	61.12
Education about building and owning your own home	10618	34.54
Education about building energy efficient homes and general industry training	15210	49.48
Awareness programs (e.g. Radon, carbon monoxide safety)	20511	66.73
Social housing and rent supplements for people who can't afford market rent	14947	48.63
Working to address homelessness	12877	41.89
None of the above	4100	13.34
Don't know	419	1.36

Q3. How important do you think the following programs are:

a. Home ownership programs	Frequency	Percent
Not at all important	513	1.67
Not very important	518	1.68
Neutral	5783	18.81
Somewhat important	5987	19.48
Very important	13100	42.62
Don't know	4799	15.61
Prefer not to say	38	0.12

b. Home repair loans and grants	Frequency	Percent
Not at all important	349	1.13
Not very important	257	0.83
Neutral	5324	17.32
Somewhat important	7175	23.34
Very important	13210	42.98
Don't know	4385	14.27
Prefer not to say	38	0.12

c. Education about building and owning your own home	Frequency	Percent
Not at all important	857	2.79
Not very important	866	2.82
Neutral	6872	22.36
Somewhat important	6487	21.10
Very important	11547	37.57
Don't know	4046	13.16
Prefer not to say	63	0.20

d. Education about building energy efficient homes and general industry training	Frequency	Percent
Not at all important	425	1.38
Not very important	630	2.05
Neutral	4678	15.22
Somewhat important	6937	22.57
Very important	14103	45.88
Don't know	3926	12.77
Prefer not to say	38	0.12

e. Awareness programs (e.g. Radon, carbon monoxide safety)	Frequency	Percent
Not at all important	324	1.05
Not very important	639	2.08
Neutral	3404	11.08
Somewhat important	5272	17.15
Very important	17411	56.64
Don't know	3650	11.87
Prefer not to say	38	0.12

f. Social housing and rent supplements for people who can't afford market rent	Frequency	Percent
Not at all important	328	2.69
Not very important	628	2.04
Neutral	4138	13.46
Somewhat important	5497	17.88
Very important	15851	51.57
Don't know	3681	11.98
Prefer not to say	115	0.37

g. Working to address homelessness	Frequency	Percent
Not at all important	632	2.06
Not very important	315	1.02
Neutral	3062	9.96
Somewhat important	4055	13.19
Very important	18695	60.82
Don't know	3823	12.44
Prefer not to say	155	0.51

Q4. Have you ever accessed any Yukon Housing Corporation programs or services?

	Frequency	Percent
Yes	8809	28.66
No	21395	69.61
Not sure	495	1.61
Prefer not to say	38	0.12

Q4.1 (If Q4 = yes) Which programs or services have you accessed?

	Frequency	Percent of total
Home ownership programs	2198	7.15
Home repair loans and grants	3242	10.55
Education about building and owning your own home	560	1.82
Education about building energy efficient homes and general industry training	673	2.19
Awareness programs (e.g. Radon, carbon monoxide safety)	1094	3.56
Social housing and rent supplements for people who can't afford market rent	1994	6.49
Other	131	0.42
Not sure	653	2.12
Prefer not to say	243	0.79

Q5. (If Q4 = yes) Overall, what is your level of satisfaction with the Yukon Housing Corporation programs and services?

	Frequency	Percent of Q4 = yes
Very unsatisfied	630	7.15
Unsatisfied	527	5.98
Neutral	1548	17.57
Satisfied	3071	34.86
Very satisfied	2858	32.44
Don't know	225	2.55

Q6. How well do you think Yukon Housing Corporation is meeting Yukoners' needs?

	Frequency	Percent
Not at all well	1112	3.62
Not very well	3076	10.01
Neutral	10526	34.24
Somewhat well	6935	22.56
Very well	2081	6.77
Don't know	6836	22.24
Prefer not to say	173	0.56

Q7. The Housing Action Plan was initiated and led by Yukon Housing Corporation. This plan was developed by stakeholders across the housing sector. Have you heard of the Housing Action Plan before now?

	Frequency	Percent
Yes	5785	18.82
No	23468	76.35
Not sure	1395	4.54
Prefer not to say	90	0.29

Q8. The Yukon Housing Corporation website is a source of information about our programs, services, and general information about housing. Have you ever visited the Yukon Housing Corporation website?

	Frequency	Percent
Yes	8546	27.8
No	21443	69.76
Not sure	698	2.27
Prefer not to say	52	0.17

Q8.1 What type of information were you looking for on the website?

	Frequency	Percent
Home ownership programs	2644	30.94
Home repair loans and grants	3130	36.62
Education about building and owning your own home	990	11.58
Education about building energy efficient homes and general industry training	1026	12.01
Awareness programs (eg. Radon, carbon monoxide safety)	920	10.77
Social housing and rent supplements for people who can't afford market rent	1325	15.51
Something else	2115	24.75
Not sure	569	6.66

Q9. Do you own or rent your home?

	Frequency	Percent
Own	17818	57.97
Rent	10532	34.27
Other	1962	6.38
Don't know	279	0.91
Prefer not to say	146	0.48

Other responses (unweighted)	Frequency
Lives with family	29
First Nation housing	15
Rent (room in a house, social housing etc.)	14
Housesitting	2
House provided by church	2
Staff housing	2
Couch surfing	1
Hotel in winter, motorhome in summer	1

1. **The next few questions are about Yukon Housing Corporation. Have you heard of the Yukon Housing Corporation?**

- ☐ Yes
- ☐ No
- ☐ Not sure
- ☐ Refuse

2. **Have you heard of any of the following Yukon Housing Corporation programs?** (Read list out loud; check all that apply)

   - ☐ Home ownership programs
   - ☐ Home repair loans and grants
   - ☐ Education about building and owning your own home
   - ☐ Education about building energy efficient homes and general industry training
   - ☐ Awareness programs (eg. Radon, carbon monoxide safety)
   - ☐ Social housing and rent supplements for people who can't afford market rent
   - ☐ Working to address homelessness
   - ☐ None of the above
   - ☐ Don't know
   - ☐ Refuse

3. **How important do you think the following programs are: not at all important, not very important, neutral/ no opinion, somewhat important, or very important**? (Read each program name out loud)

	Not at all important	Not very important	Neutral / no opinion	Somewhat important	Very important	Don't know	Refuse
Home ownership programs	☐	☐	☐	☐	☐	☐	☐
Home repair loans and grants	☐	☐	☐	☐	☐	☐	☐
Education about building and owning your own home	☐	☐	☐	☐	☐	☐	☐
Education about building energy efficient homes and general industry training	☐	☐	☐	☐	☐	☐	☐
Awareness programs (eg. Radon, carbon monoxide safety)	☐	☐	☐	☐	☐	☐	☐
Social housing and rent supplements for people who can't afford market rent	☐	☐	☐	☐	☐	☐	☐
Working to address homelessness	☐	☐	☐	☐	☐	☐	☐

4. **Have you ever accessed any Yukon Housing Corporation programs or services?**
   - ☐ Yes
   - ☐ No -> Skip to Q5
   - ☐ Not sure -> Skip to Q5
   - ☐ Refuse -> Skip to Q5

4.1 Which programs or services have you accessed? (Read list out loud; check all that apply)

- ☐ Home ownership programs
- ☐ Home repair loans and grants
- ☐ Education about building and owning your own home
- ☐ Education about building energy efficient homes and general industry training
- ☐ Awareness programs (eg. Radon, carbon monoxide safety)
- ☐ Social housing and rent supplements for people who can't afford market rent
- ☐ Other: _____
- ☐ Not sure
- ☐ Refuse

5. **Overall, what is your level of satisfaction with the Yukon Housing Corporation programs and services: very unsatisfied, unsatisfied, neutral, satisfied, or very satisfied?**
   - ☐ Very unsatisfied
   - ☐ Unsatisfied
   - ☐ Neutral
   - ☐ Satisfied
   - ☐ Very satisfied
   - ☐ Don't know
   - ☐ Refuse

6. **How well do you think Yukon Housing Corporation is meeting Yukoners' needs: not at all well, not very well, neutral/ no opinion, somewhat well, very well?**
   - ☐ Not at all well
   - ☐ Not very well
   - ☐ Neutral / no opinion
   - ☐ Somewhat well
   - ☐ Very well
   - ☐ Don't know
   - ☐ Refuse

7. **The Housing Action Plan was initiated and led by Yukon Housing Corporation. This plan was developed by stakeholders across the housing sector. Have you heard of the Housing Action Plan before now?**
   - ☐ Yes
   - ☐ No
   - ☐ Not sure
   - ☐ Refuse

8. **The Yukon Housing Corporation website is a source of information about our programs, services, and general information about housing. Have you ever visited the Yukon Housing Corporation website?**
   - ☐ Yes
   - ☐ No -> Skip to Q9
   - ☐ Not sure-> Skip to Q9
   - ☐ Refuse-> Skip to Q9

8.1 What type of information were you looking for on our website? Was it... (Read list out loud; Check all that apply)

- ☐ Home ownership programs
- ☐ Home repair loans and grants
- ☐ Education about building and owning your own home
- ☐ Education about building energy efficient homes and general industry training
- ☐ Awareness programs (eg. Radon, carbon monoxide safety)
- ☐ Social housing and rent supplements for people who can't afford market rent
- ☐ Something else (specify): _____
- ☐ Not sure
- ☐ Refuse

9. Do you own or rent your home?

- ☐ Own
- ☐ Rent
- ☐ Other:_____
- ☐ Don't know
- ☐ Refuse